

EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|---|---|------------------|---------|---------------------|
| S1 | 247 | ("decile") | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/07/30 18:50 |
| S2 | 103 | S1 and (financ\$3 adj activity financ\$3 adj transaction financ\$2 adj pattern financ\$2 history transaction near2 history transaction adj data) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/07/30 18:51 |
| S3 | 103 | S1 and (financ\$3 adj activity financ\$3 adj transaction financ\$2 adj pattern financ\$2 history transaction near2 history transaction adj data)". adaj" | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/07/30 18:39 |
| S4 | 6 | S1 and (financ\$3 adj activity financ\$3 adj transaction financ\$2 adj pattern financ\$2 history transaction near2 history transaction adj data) and @ad<"19982704" | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/07/30 18:46 |
| S5 | 37 | ("decile") and @ad<"19982704" | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/07/30 18:52 |
| S6 | 6 | S5 and (financ\$3 adj activity financ\$3 adj transaction financ\$2 adj pattern financ\$2 history transaction near2 history transaction adj data) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2007/07/30 18:51 |
| S7 | 21 | ("0034915" "4554446" "4723212" "4910672" "5056019" "5612868" "5619558" "5649114" "5734838" "6009415" "6321208").PN. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 21:49 |
| S8 | 324 | ("decile") | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:11 |

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|-----|--------|--|---|----|-----|---------------------|
| S9 | 16 | S8 and (financ\$3 adj activity financ\$3 adj transaction financ\$2 adj pattern financ\$2 history transaction near2 history transaction adj data).ab. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:11 |
| S10 | 27652 | walker.in. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:18 |
| S11 | 51 | S10 and (("credit card" "debit card") near3 (incentives reward coupon)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:23 |
| S12 | 4 | S10 and (("credit card" "debit card") near3 (incentives reward coupon)).ab. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:23 |
| S13 | 4 | S10 and (("credit card" "debit card") near3 (incentives reward coupon)).ab. | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:25 |
| S14 | 4 | ((("5945653") or ("6434534"))).PN. | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/09/29 22:29 |
| S15 | 6 | ((("5945653") or ("6434534") or ("5689100"))).PN. | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/09/29 22:37 |
| S16 | 6 | S15 and (incentives reward coupon\$4) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:46 |
| S17 | 6 | S15 and (incentives reward coupon\$4 points credits) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:46 |
| S18 | 193493 | "6" and (merchant vendor participant retailer) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:48 |

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| S19 | 5 | S17 and (merchant vendor participant retailer) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:48 |
| S20 | 4 | S19 and ((transaction near3 (activity history data)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/09/29 22:51 |
| S21 | 2 | ("5649114").PN. | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/10/01 12:17 |
| S25 | 1 | S21 and (incentive) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 12:19 |
| S27 | 4 | ((("6434534") or ("5689100")).PN. | USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | OFF | 2008/10/01 15:08 |
| S28 | 3 | S27 and (financ\$3 adj activity financ\$3 adj transaction financ\$2 adj pattern financ\$2 history transaction near2 history transaction adj data) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:09 |
| S29 | 3 | S28 and ((transaction purchas\$3 buy\$3) near3 (activity histor\$6 data level pattern)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:15 |
| S30 | 3 | S29 and (incentives benefits coupon\$4 reward \$3 "points" "credits") | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:17 |
| S31 | 3 | S30 and (merchant vendor participant "third party" retailer) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:21 |
| S32 | 1 | S31 and (category group \$3 cluster\$3) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:47 |

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|-----|---|---|---|----|----|---------------------|
| S33 | 1 | S31 and (category group \$3 cluster\$3 class classif \$4) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:49 |
| S34 | 3 | S30 and (custom\$7 target \$3 personalized demographic\$5 psychographic\$5 preference profile de characteristics) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 15:52 |
| S35 | 1 | S34 and ((deliver\$3 mail \$3 email\$3 e-mail\$3 print \$3 encod\$3 display\$3 present\$3) near4 (incentives coupon\$4 reward\$3 rebates benefits "points" "credits")) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 16:30 |
| S36 | 2 | S34 and (ATM "automatic teller machine" EFT "electronic fund transfer" "direct" mail\$3 "home banking" receipt print\$3 statement) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 16:49 |
| S37 | 2 | S36 and (response respond\$3 track\$3 monitor \$3 effectiveness "whether or not the customer has used" "whether or not the customer has redeemed" "whether or not the consumer has used" "whether or not the consumer has redeemed") | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 16:54 |
| S38 | 2 | S37 and (redemption redeem\$3 discount\$3) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 17:55 |
| S39 | 2 | S38 and (credit\$3 reimburs \$6 debit\$3 compensat\$5 EFT "electronic funds transfer" deposit\$3 account ACH "clearinghouse" Internet) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:01 |
| S40 | 2 | S39 and ((debit credit) near4 (account)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:03 |

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|-----|---|--|---|----|----|---------------------|
| S41 | 2 | S39 and ((debit credit loan deposit savings checking "money market") near4 (account)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:06 |
| S42 | 2 | S40 and ((debit credit loan deposit savings checking "money market") near4 (account)) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:06 |
| S43 | 2 | S42 and (loan deposit savings checking "money market") | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:06 |
| S44 | 1 | S42 and (category group \$3 cluster\$3 class classif \$4 segment\$5) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:08 |
| S45 | 1 | S44 and ((deliver\$3 mail \$3 email\$3 e-mail\$3 print \$3 encod\$3 display\$3 present\$3) near4 (incentives coupon\$4 reward\$3 rebates benefits "points" "credits")) | US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB | OR | ON | 2008/10/01 18:08 |

10/3/2008 8:09:26 PM

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